Abstract

The adoption of new products and service is of increasing importance to many industries. Thai silk industry is also important to the Thai society. This study is based on the Perceived Characteristic and Personal Characteristic of intending adopters and non-intending adopters.

The purpose of this research is to study difference in perceived characteristics and personal characteristics of intending adopters who are used Thai silk products.

The survey method is a technique used for collecting the primary data. A number of 400 sets of questionnaires were distributes. The target population in this study is a set of male and female aged at least 16 year old living in Bangkok who do shop at department stores. The researcher collected data at the Emporium and Siam Discovery. The secondary data collected was from Thai silk magazine, newspaper, article, Internet and textbook, which provided information for this research.

The Adoption Process theory has used to develop the model in this research. The independent variables an divided into a key variables of relatives advantages, cost, customer learning requirements, social relevance, social-economic, social interaction and communication behavior, attitude and personality fashion oriented and product category innovation in order to test the hypothesis 1-9.

In this study, it used Non-parametric Hypothesis Test; k-Independent Sample (Kruskal-Wallis) to test hypothesis. The main point in this research to find at the personal characteristic is effected to Thai silk industry. The result from this survey help the researcher makes the recommendation for develop and improve Thai silk product.

The researcher hoped that these theses could be useful for the Thai silk industries and the other person, which interest in this topic.